

WEIGHT CONTROL



WINNING STRATEGIES

for Losing

Don't Let

THE DIET CYCLE

Take you for a Ride

MEET YOUR WEIGHT-LOSS PARTNERS:

*Whole Body™
and Your Body*

BE GOOD TO YOUR

WHOLE
BODY™

WE'VE ALL HEARD THE BIG BAD NEWS.

Here's a little
good news about
weight control.

EVEN A SMALL WEIGHT LOSS CAN IMPROVE HEALTH.

A weight loss of 5–15% of body weight may improve your health and quality of life, and prevent certain health problems, including diabetes, heart disease, high blood pressure or cholesterol, osteoarthritis and some types of cancer.*

HEALTHY WEIGHT IS ACHIEVABLE—AND MAINTAINABLE—WITH THE RIGHT APPROACH.

The key to successful weight loss is making changes in your eating and physical activity habits that you can keep up for the rest of your life.*

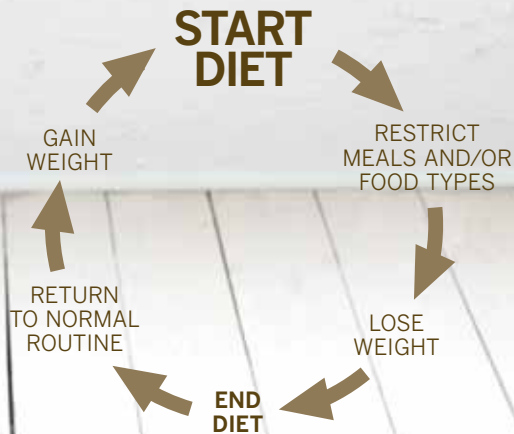
* National Institute of Diabetes, Digestive, and Kidney Diseases:
http://win.niddk.nih.gov/publications/for_life.htm

WE CAN
HELP!

At Whole Foods Market®, we're all about a healthy lifestyle and we offer **a variety of natural supplements** to support your weight-loss goals while allowing you to be good to your whole body.



STOP SPINNING YOUR WHEELS ON THE DIET CYCLE



WHY GOING ON A DIET GETS YOU NOWHERE

While you may be thinner after your diet, viewing weight control as a defined period of altered behavior with a beginning and an end is neither smart, nor healthy.

- **If you skip meals** or don't eat enough or often enough, your metabolism will slow down and burn less fat and calories.
- **If you deprive yourself of certain foods,** you are likely to binge on those things later because your body requires a balance of nutrients, including those in good fats and good carbohydrates.
- **If exercise is not part of your "diet,"** then your body may replace lost muscle mass with fat as you regain weight.

Slow & Steady Wins the Race

It takes time to put on the pounds. It takes time to lose them. About ½–2 pounds per week is considered a safe rate of weight loss. Be patient with yourself as you get off the bumpy diet cycle and learn to enjoy an entire life cycle of health and wellness.


EXPERTS
SAY...

Most people who go on diets soon gain back any lost weight.

(American Psychologist 2007 Apr Vol 62(3) 220-233)



THE SKINNY

ON WEIGHT CONTROL

You know that to lose weight you have to burn more calories than you take in. You may not know that paired with exercise and watching what you eat, there are two important body processes that help you with weight control.

For healthy weight loss, digestion and metabolism need to be working like clockwork. Fiber, essential fats and probiotics are a few of the crucial substances that keep them ticking.

THE DIGESTIVE SYSTEM regulates the breaking down and absorption of nutrients. It also escorts out toxins and metabolized body fats. Digestion is often referred to as the foundation of health.

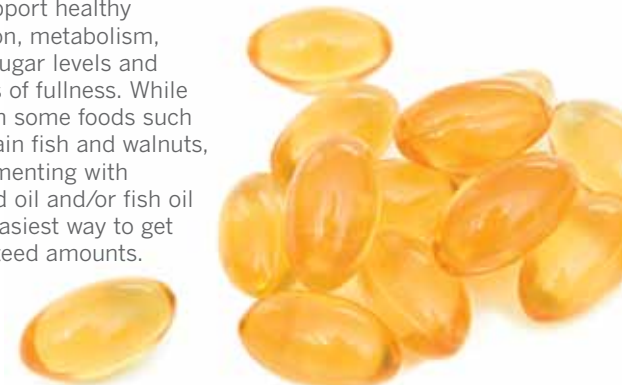
METABOLISM is the rate at which your body burns calories. The body's cells convert calories into energy for all our movements, systems and functions. This requires specific nutrients including B vitamins, potassium, iron, magnesium, calcium and certain enzymes.

FIBER

Many nutritionists rank fiber as the #1 focus for weight loss. It helps balance blood sugar, control hunger and keep the intestines healthy. Fiber comes only from plant foods, especially vegetables, beans, whole grains, fruits and seeds. If you don't get the recommended intake (about 25g/day) from food, consider an all-natural fiber supplement.

ESSENTIAL FATS

Believe it or not, deficiencies in good fats are linked to overweight. Omega-3 and monounsaturated essential fats support healthy digestion, metabolism, blood sugar levels and feelings of fullness. While found in some foods such as certain fish and walnuts, supplementing with flaxseed oil and/or fish oil is the easiest way to get guaranteed amounts.



PROBIOTICS

These beneficial live bacteria (microflora) are essential to intestinal health, thus digestion. They may also assist weight loss as part of an initial cleansing period when activity in the colon is heightened. Studies have shown that obesity affects the diversity of gut flora, and researchers speculated that supplementation may help to balance metabolism.

(National Academy of Sciences, 2005)

The information in this brochure is provided to you for educational purposes by Whole Foods Market® under Section 5 of the Dietary Supplement Health and Education Act of 1994; and is not intended as medical advice. To obtain more in-depth information contact your healthcare professional or other reliable resources.

Question

WHAT'S THE LIVER/WEIGHT CONTROL CONNECTION?

ANSWER:

If your liver is overburdened by toxins, your body may hold on to fat.

The liver is both the main detoxifying organ and the main metabolic fat-burning organ in your body. So, if you lessen its detox burden, it may be more efficient at producing bile and other enzymes essential for digestion and fat burning.

Reduce your toxic load, get your fiber and water and perhaps “treat” your liver to supportive supplements.

MILK THISTLE has been shown to aid liver cell protection and regeneration, and help detoxify.

ARTICHOKE EXTRACT is known for supporting healthy bile production in the liver.

DANDELION ROOT stimulates more efficient removal of toxins, and supports healthy bile flow.

TURMERIC stimulates bile flow and includes substances that may “rev” the metabolism.

JUMPSTARTING WEIGHT LOSS

You've got the scoop on metabolism, digestion, your liver and the substances your body needs for those to operate efficiently in order to achieve and maintain healthy weight. **Here are some suggestions that may give your body that initial extra boost to make change easier.**

THERMO-HUH? LIPO-WHAT?

These “fat burners” usually work best when combined with other nutrients in complexes and formulas, rather than as individual ingredients.

THERMOGENIC substances increase the body's temperature and therefore its rate of metabolism. Examples include: green tea, fucoxanthin, maté, caffeine, calcium, vitamin C, ginger, turmeric, cinnamon, cumin and black, red, chile and cayenne peppers.

LIPOTROPIC substances encourage fat to exit the liver and be metabolized. Examples include choline, methionine, inositol, chromium, alpha lipoic acid, dandelion root, milk thistle and turmeric.



CLEANSING DONE RIGHT...

- aids in weight maintenance with the benefits of fiber and water to help you feel full.
- helps digestion move along smoothly and gently thanks to healthy foods and supportive nutrients.
- supports healthy metabolism which can be slowed down by accumulated toxins.
- includes formulas for liver protection, non-stimulant laxatives and gentle fiber such as psyllium husk.

GET WHAT YOU PAY FOR

Choose natural weight control products that are based on science with targeted ingredients in doses that studies have shown to be effective. **Avoid those loaded with fillers, token amounts of beneficial substances or artificial colors, flavors and preservatives.** Why pay for ingredients that aren't helping you reach your goal?

SHAPING UP YOUR LIFESTYLE WITH THE WHOLE BODY APPROACH

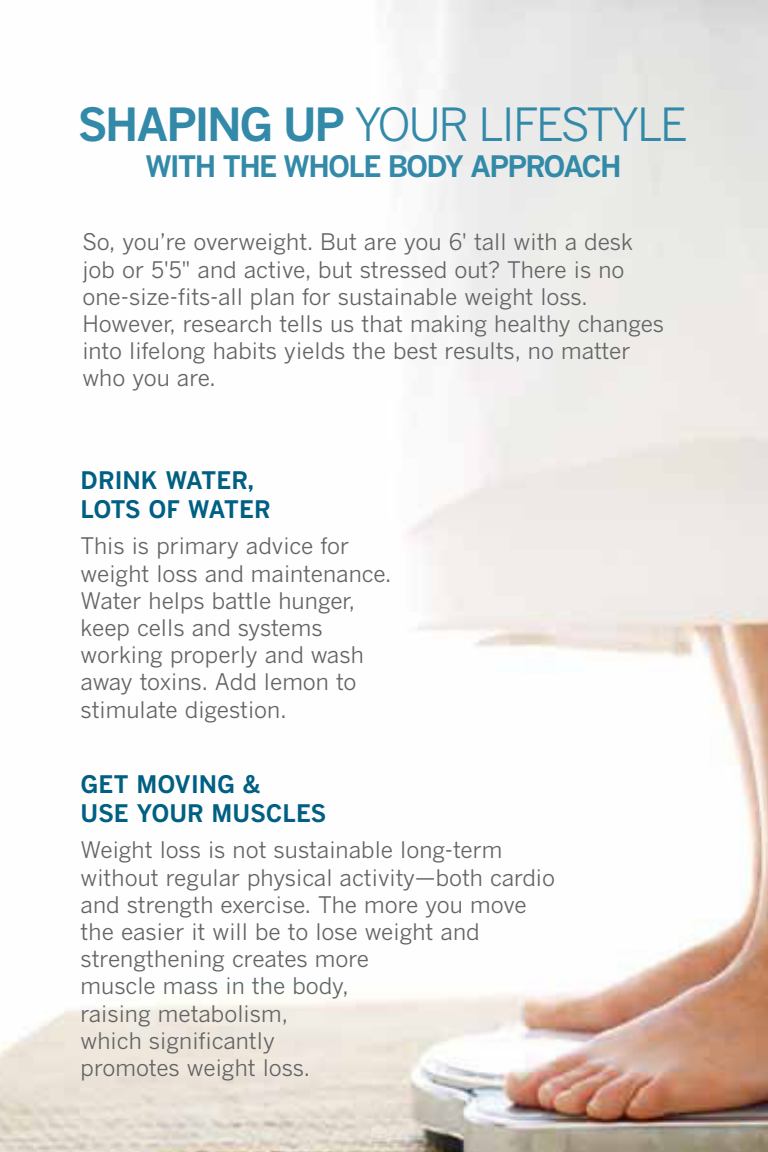
So, you're overweight. But are you 6' tall with a desk job or 5'5" and active, but stressed out? There is no one-size-fits-all plan for sustainable weight loss. However, research tells us that making healthy changes into lifelong habits yields the best results, no matter who you are.

DRINK WATER, LOTS OF WATER

This is primary advice for weight loss and maintenance. Water helps battle hunger, keep cells and systems working properly and wash away toxins. Add lemon to stimulate digestion.

GET MOVING & USE YOUR MUSCLES

Weight loss is not sustainable long-term without regular physical activity—both cardio and strength exercise. The more you move the easier it will be to lose weight and strengthening creates more muscle mass in the body, raising metabolism, which significantly promotes weight loss.





ARE **BARS** AND **PROTEIN SHAKES** THE WAY TO WEIGHT LOSS?

Depends. Thumbs up to those high in fiber and low in added sugars and sweeteners. Thumbs down to those that provide more calories than they're worth nutritionally. The right bar or shake can be part of a healthy lifestyle and better than not eating at all when you're hungry.

DE-STRESS TO WEIGH LESS

Studies show that stress contributes to unhealthy weight patterns. Chronic stress affects appetite control, can increase cravings for refined carbohydrate foods and encourage the body to store belly fat.


EXPERTS SAY...

Add stress management techniques into your schedule; they are just as important as counting calories.

(American Journal of Epidemiology 2007 165(7):828-837)

FOOD

Does your body have what it needs for effective, efficient weight loss?

Here's the short list: **healthy carbs, good fats, protein, enzymes, probiotics, nutrients, fiber** and **water**.

Our TOP 5 TIPS to help you get them with the most benefit:

- 1 GET MORE FIBER AND ANTIOXIDANT-RICH WHOLE FOODS** such as veggies, fruit, beans, whole grains, nuts and seeds. Cut down on refined sugary foods and drinks, which add excess calories and lack the minerals needed for metabolism.
- 2 STAY IN TUNE WITH YOUR HUNGER.** When you are hungry, your metabolism slows down. To balance blood sugar and control cravings, learn to eat when you are actually hungry, whether that is 3 regular meals or 3 smaller meals and a few healthy snacks.
- 3 CHOOSE LOW GI FOODS** and cooking methods. The Glycemic Index is a measure of how quickly a food causes blood sugar levels to rise. **Find more GI information at: wholefoodsmarket.com/nutrition/glycemic-index.php.**
- 4 ELIMINATE UNNECESSARY ADDITIVES** such as hydrogenated fats, highly processed ingredients and artificial flavors, colors, sweeteners and preservatives. They may negatively affect your body and its normal functions.
- 5 EAT LESS. CHEW MORE.** Overeating and not chewing enough inhibits digestion by limiting the effectiveness of stomach enzymes in breaking down food. Always check serving sizes and watch your portions. Love your doggie bag!

SKIP THE “DIET.” FILL UP ON LIFE!

SET YOURSELF UP FOR SUCCESS

Once you make the investment in products—supplements, water bottle, yoga DVDs—to help you with weight control, keep them “in sight and in mind” so you won’t forget to make the most of your investment every day.

COMMUNICATE & CELEBRATE

Ask family and friends to help you keep on track. Studies show that support increases success. Celebrate even the smallest step—perhaps with a new tea mug or lifestyle magazine subscription.

KEEP THE FUN IN FOOD TIME

Changing lifestyle doesn’t have to mean boring meals. Make “mocktails” with sparkling water, a splash of 100% fruit juice and a mint garnish. Enjoy with all senses by making food and table colorful and attractive. After eating, relax with a cup of tea in a special mug.



SAVE SWEETS FOR TREATS

If you eat and drink sweet things regularly, you’ll continue to crave them regularly—another reason that artificial sweeteners are not good. Instead, try unsweetened tea with flavorful spices or natural fruit essence. Now and then, savor a ½ ounce of dark chocolate.

GET SMART ABOUT SNACKING

Keep healthy portions of these snacks where you’ll reach for them first: pre-cut raw veggies, nuts, nut butters, lower fat organic yogurt and cheeses, olives, fruit and whole grain crackers. Create a fun tea shelf. Warm liquids help satisfy both physical and emotional cravings.



BODY & SOUL, HAND IN HAND

Diets are often a joyless time, all about saying “no” and “I can’t...have that, do that, go there.” **You might even feel like your body is your enemy.** Adjusting your lifestyle is working as a partner with your body, saying “yes” to its actual needs for health, and “I can enjoy a full, long life of wellness.”

*
EXPERTS
SAY...

GET THE SLEEP YOU NEED.

Insufficient sleep is linked to obesity. Sleep restriction is linked to hormonal changes that increase hunger and appetite.

(Ann Intern Med. 2004 Dec 7;141(11):846-50)



OUR SUPPLEMENTS QUALITY STANDARDS

- We carefully evaluate each and every product we sell.
- We feature products that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- We are committed to offering research-driven dietary supplements that have a proven track record.
- We provide nutritional products that support the health and well-being of our customers and the environment.
- We are committed to ensuring that the products we sell are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.
- The highest priority of our knowledgeable and extensively trained team members is to help you make educated, informed decisions when selecting a nutritional supplement product.

CURIOUS? CONFUSED?

Ask a question and you will discover that our Whole Body Team Members are thoroughly trained and well educated about the products we offer. They are there to help you and are pleased to guide you in making the most informed decisions for your needs. They're not doctors, though, so always check in with your healthcare practitioner.

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